

**Revised syllabus (2019 Pattern) B.Com. Degree course (CBCS) Syllabus for**

**Third Year B. Com Semester – VI**

**Subject Name: - 306G-III: Business Entrepreneurship-III(II)**

**Subject Code: - 306G-III**

**306G-III: Business Entrepreneurship-III(II)**

<b>Unit No.</b>	<b>Unit Title</b>	<b>Contents</b>
<b>5</b>	<b>Team Building in Entrepreneurship</b>	Team in Entrepreneurship: Meaning, Definition, Activities, Skills, Virtual Learning, Corporate Training, Digital Team, Challenges and Application to Team Building Team in Entrepreneurship: Meaning, Definition, Activities, Skills, Virtual Learning, Corporate Training, Digital Team, Challenges and Application to Team Building
<b>6</b>	<b>Stress and Conflict Management in Entrepreneurship</b>	Stress in Entrepreneurship: Introduction, Meaning, Definition, Nature, Characteristics, Types, Causes of Stress in Entrepreneurship. Sources and Consequences of Stress, Stress Management- Personal and Organizational Approach Entrepreneurship. Measures to reduce stress in the workplace. Conflict Management in Entrepreneurship: Meaning, Definition, Nature, Characteristics, Types of Conflict Management in Entrepreneurship, Causes of Conflicts in Entrepreneurship, Stress Factors Influencing on Conflict Management in Entrepreneurship, Strategies of Conflict Management in Entrepreneurship, Theories of Conflict Management.
<b>7</b>	<b>Motivation for Entrepreneurs</b>	Motivation: Motivation at Work Place- Meaning, Definition, Need and Types of Motivation for Entrepreneurs, Techniques of Motivation, Motivational Theories, Motivation in Covid-19 Crises for Entrepreneurs. Job Description, Job Analysis, Management By Objectives (MBO), Job Rotation, Job Enrichment, Job Enlargement, Employee Involvement Programme In Entrepreneurship
<b>8</b>	<b>Digital Marketing for Entrepreneurship</b>	Digital Marketing: Concept, Meaning, Definition, Significance for Entrepreneurs, Types of Digital Marketing, Role of Digital Marketing in Entrepreneurship, Issues in Digital Marketing, The New 4 P's Of Digital Marketing, Key Elements Of Digital Marketing, Ways To Become The Best Digital Marketer, Future Scope For Digital Marketing, Role Of Covid-19 In Digital Marketing for Enhancing Entrepreneurship.